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Troy Farley

The Talent Pipeline, is a Two-Way Street

Building a strong talent pipeline isn't a passive process. It requires intentional partnership, consistent presence, and a long-term commitment to developing future leaders. In this session, Troy Farley draws on over 20 years of experience across higher education and the corporate world to challenge traditional recruiting models and introduce a more dynamic, "two-way street" approach to talent development. Attendees will explore how organizations and universities can collaborate to create meaningful pathways that benefit both students and employers and leave with actionable ideas to strengthen their talent pipelines, elevate their employer brand on campus, and create sustainable partnerships.

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Troy Farley

Director, GVSU Career Center

Troy Farley leads the Career Center at Grand Valley State University, connecting students and employers through partnerships, career development, and meaningful workforce opportunities.